

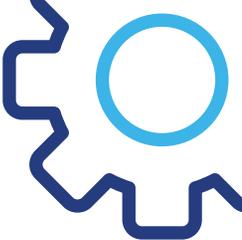
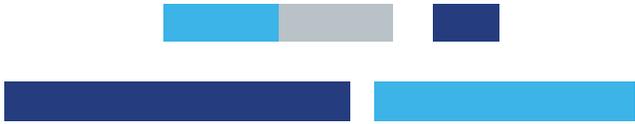
**PRODUCT****ADVANCED UNIVERSAL PROFILE*****A centralized, single-customer view***

Advanced Universal Profile provides marketers with a 360° single-customer view, coupled with a holistic, aggregated understanding of consumer interactions across all touchpoints, providing insights to truly activate your data and deliver personalization at scale.

**Key Benefits**

- Fully Integrated across Selligent Marketing Cloud
- Improve customer understanding through a holistic view of all your consumer data
- Refine audience selection and segmentation for campaigns through a better understanding of customer interests and preferences
- Create meaningful customer care dialogues through a unified view of all online and offline activities via a simple customer lookup
- Understand true customer value by viewing all purchases based on your data model and integration with your eCommerce platform





# Key Technical Features

- **Self-Service Consumer Insights:** Design custom dashboards for an aggregated view of consumer activity. Choose between graphical representations or tables, and simply hover over for more granular details; or drill down into a specific individual. Leverage these insights to identify trends in consumer data and optimize and refine your marketing tactics.
  - **Edit and Update User Records:** Search, consult, and modify customer data to ensure subscription and preference flags are current and data is in line with consumer-specific requests. Pages containing forms for user profiles can be built in Selligent Marketing Cloud and easily embedded into your website to automatically update consumer profiles, which are then displayed within Advanced Universal Profile.
  - **True Lifecycle Visibility:** View a specific user's consumer journey and the precise touches he or she has had as part of their individual lifecycle, through the integration with Journeys in Selligent Marketing Cloud. Understanding your visitors' unique paths, combined with rich behavioral data, helps to inform future campaign design and planning efforts.
  - **Customer Identification:** Advanced Universal Profile automatically connects consumers with devices used to visit your brand's website or mobile app, enabling you to view device usage and activity data. Track installs through our mobile SDK and discover whether users are engaged with your brand, or have been opted out of mobile push communications due to expired or invalid tokens.
  - **Track Every Consumer Touch:** Using data from Selligent Marketing Cloud's omnichannel solution, information is captured from each channel to understand channel behavior and product affinity. View essential information, including:
    - **Email** sends, deliveries, views, clicks, and conversions
    - **Mobile App** behavioral info, SMS, Push, and in-app message engagements
    - **Site** audiences, views, clicks, conversions, and visits information
    - **Social** messages delivered and likes obtained
    - **Purchase** information, such as purchase amounts, dates, and created carts
  - **Track Interests in Every Channel:** Track user preferences based on behavioral data from Site Tags and Mobile SDK, to truly understand product category affinity by channel.
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